Membership: 237 (12/16/03)

Present: Connie Burkhart, Jennifer Schulz, Ginny Hanson, Lani Payette, Deb Stull Erickson, Pam Stenhjem, Kristeen Bullwinkle, Lori Ann Vicich, Alan Olson, Nicole Pilman

Minutes
Kristeen made a motion to approve the minutes, which was seconded by Lori Ann. The minutes were approved with one correction offered by Ginny (related to title of November program).

Treasurer’s Report
Connie introduced Nicole Pilman, our new treasurer, who graciously offered to fill in when Matt needed to step down. Nicole distributed the 2003 annual financial report and also the monthly report, which was updated through the end of November. Nicole and Lori Ann both commented that the Forum is in better financial shape than in past years.

Action & Discussion Items

New member welcome: Jennifer distributed an instruction sheet that she plans to give to all board members who volunteer to welcome new members. The sheet outlined the goal of the program and some key points to discuss with the new member. Send feedback to Jennifer. She also discussed the coffee/cone gift certificates. UDS said they don’t offer gift certificates; however, Lori Ann says she just got some for her staff. UDS is preferable because some campuses and WBOB don’t have any alternative. Jennifer will follow-up with UDS about the gift certificates. Jennifer also passed around a sign-up sheet for volunteers to welcome five new members. There are still two new members without volunteers. Jennifer will follow-up with the volunteers about the gift certificate situation.

Member survey: Lani distributed the results of the member survey. 75 people responded. The Marketing Committee will analyze the results and present this information to the board. Members have asked that we post the results to the website. We will do this (minus sensitive information).

Website redesign: Lani suggested we move some board-specific information to a “hidden” page on the website including: expense forms, logos, by-laws, financial report, and archive procedure. The board agreed, but requested that the by-laws remain accessible to all. The Technology Committee is moving information to the newly designed site using the U’s templates. Once again, Lani requested that board members review the site (http://www1.umn.edu/umcf/web-docs/CFtest.html) and send comments to her.

Executive input group: Deb M., Connie, and Lori Ann met to discuss the procedure and the questions we will use to interview our three chosen “high-level campus communicators.” Basically, we want their ideas and for them to advocate for the Forum. The three main areas of discussion will include: their perception of the Forum/is it a value to their staff and the campus, communications needs of the U, and how the Forum can meet these needs.

Conference scholarships: Tabled until Deb M. could be here to discuss
Committee Reports

Awards:
- Judging sheets are almost completed for each category
- New member has joined committee
- Next meeting, we will approve the judging sheets and review the entry instructions

Conference:
- May 5th is tentative date; Coffman and McNamara reserved, but nothing decided yet
- Have secured an opening keynote speaker (Judith Guest, author of “Ordinary People”), Pauline Oo arranged, got a great deal—$300 plus donation to the Loft Literary Center
- Working to fine tune session
- Looking at other options for food besides UDS

Marketing & Promotions:
- Member appreciation event will be Feb. 5, 3-4:30 p.m. in the Mississippi Room of Coffman Union;
  working on “educational” component of event so members can justify time away from work;
  working on “Jeopardy”-style game show with a focus on making something out of nothing
- Pam expressed frustration with trying to obtain alcohol for Forum events; board discussed options
- ForUM newsletter continuing; Pam asked board members for feedback on tone of newsletter, based
  on a few responses in the member survey; will continue to assess
- Working on ways to recruit new members, and retain and actively engage current members

Program:
- November program: Nov. 19, noon-1:15 p.m., 140 Nolte, speaker Dave Hancox, “Conquering the
  fear that tongue-ties us,” 63 registered, 18 no-shows, 5 walk-ins
- December program: “Make Your Message Span the U: Innovative and Effective On-Campus
  Communications,” Dec. 16, 3-4:30 p.m., at the Campus Club
- January program: Legislative Update, Jan. 22, 3 p.m., 101 Walter Library
- We should have new nametags at the Dec. 16 program
- February program: have some broad ideas so far, will be on topic of “web,” will do an informal
  survey to find out more what members want

Technology:
- Website looked at and discussed; Suzi and Lani did an index card sort to layout the arrangement of
  the new site; we are currently copying all site information into the new templates; sections of the
  site are About Us, Events, Membership, Resources, and Get Involved
- See also “Website redesign” in Action and Discussion items

Executive board:
- See “Executive input group” in Action and Discussion items

Next Meeting:
Tuesday, Jan. 13, 2004
Donhowe Building (Alan)

Respectfully submitted by Jennifer Schulz, recorder
Follow-Up Tasks

☐ Jennifer will follow-up with those who volunteered to welcome new members
☐ Marketing committee will analyze results of member survey
☐ Executive board will continue to pursue executive input group meeting
☐ All board members should review the new website templates (http://www1.umn.edu/umcf/web-docs/CFtest.html) and send comments to Lani

For Future Discussion

☐ Potential for conference scholarships depending on year-end budget carryover
☐ Identifying high-potential members/cultivating future leadership
☐ Student involvement/projects for communications students
☐ Forum event attendance
☐ Identifying communicators on campus, last done 2000
☐ Executive input group